

Fig. 1

TO/FROM CONSUMER COMPUTERS
AND OFFERING COMPANIES AND
ORGANIZATION COMPUTERS

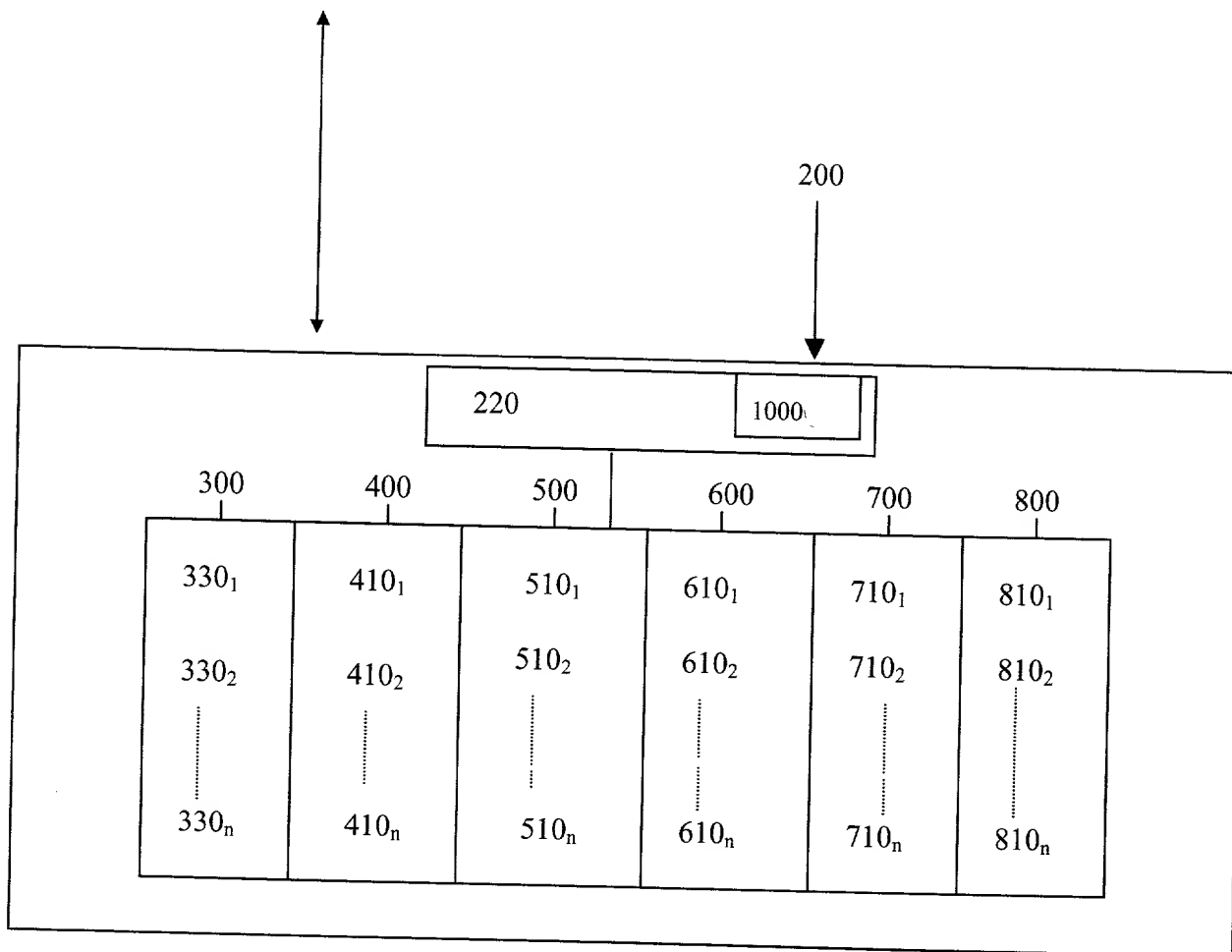


FIG. 2

| FILE | OFFERING COMPANY NAME | OFFERING COMPANY IDENTIFIER | LOYALTY PROGRAM IDENTIFIER(S) | OFFERING COMPANY CONTACT INFORMATION |
|------------------|-----------------------------|-----------------------------------|------------------------------------|--|
| | 340 | 350 | 360 | 370 |
| 330 ₁ | Sears | 350 ₁ | 360 ₁ -360 _n | 370 ₁ |
| 330 ₂ | United Airlines | 350 ₂ | 360 ₁ -360 _n | 370 ₂ |
| 330 _n | First USA Visa | 350 _n | 360 ₁ -360 _n | 370 _n |



| PURCHASING INCENTIVE | MEMBER NUMBER | AUTHORIZATION INFORMATION |
|-------------------------------------|------------------------------------|------------------------------------|
| 365 | 375 | 385 |
| 365 ₁ - 365 _n | 375 ₁ -375 _n | 385 ₁ -385 _n |

FIG. 3

| FILE | CONSUMER NAME | CONSUMER MARKETING DATA | CONSUMER ADDRESS | CONSUMER IDENTIFYING NUMBER | CONSUMER MEMBERSHIP INFORMATION |
|------------------|------------------|-------------------------------|---------------------|-----------------------------------|---------------------------------------|
| 410 | 420 | 430 | 440 | 450 | 460 |
| 410 ₁ | 420 ₁ | 430 ₁ | 440 ₁ | 450 ₁ | 460 ₁ -460 _n |
| 410 ₂ | 420 ₂ | 430 ₂ | 440 ₂ | 450 ₂ | 460 ₁ -460 _n |
| 410 _n | 420 _n | 430 ₃ | 440 ₃ | 450 _n | 460 ₁ -460 _n |



| LOYALTY PROGRAM | OFFERING COMPANY IDENTIFIER | CONSUMER AUTHORIZATION INFORMATION |
|------------------|--------------------------------|--|
| 460 _n | 350 _n | 385 _n |

FIG. 4

| PIQ SUBMISSION | PIQ TRACKING NUMBER | CONSUMER IDENTIFYING NUMBER | PIQ SUBJECT MATTER DESCRIPTION | PIQ CONDITIONS OR ANCILLARY INFORMATION |
|-------------------|------------------------|-----------------------------------|--------------------------------------|---|
| 510 | 520 | 450 | 530 | 540 |
| 510 ₁ | 520 ₁ | 450 ₁ | 530 ₁ | 540 ₁ |
| 510 ₂ | 520 ₂ | 450 ₂ | 530 ₂ | 540 ₂ |
| 510 _n | 520 _n | 450 _n | 530 _n | 540 _n |

FIG. 5

FIG. 5 is a table showing the relationship between PIQ Submission, PIQ Tracking Number, Consumer Identifying Number, PIQ Subject Matter Description, and PIQ Conditions or Ancillary Information. The table is organized into five columns and five rows. The first row contains the headers: PIQ SUBMISSION, PIQ TRACKING NUMBER, CONSUMER IDENTIFYING NUMBER, PIQ SUBJECT MATTER DESCRIPTION, and PIQ CONDITIONS OR ANCILLARY INFORMATION. The subsequent rows show specific values: 510, 520, 450, 530, 540; 510₁, 520₁, 450₁, 530₁, 540₁; 510₂, 520₂, 450₂, 530₂, 540₂; and 510_n, 520_n, 450_n, 530_n, 540_n.

| PURCHASING INCENTIVE 365 | RULES AND CONDITIONS 610 |
|-----------------------------|------------------------------------|
| 365 ₁ | 610 ₁ -610 _n |
| 365 ₂ | 610 ₁ -610 _n |
| 365 _n | 610 ₁ -610 _n |



| OFFERED PRODUCT OR SERVICE 610 ₁ | DATES OF USE OR PURCHASE 610 ₂ | CONDITIONS 610 ₃ | LIMITATIONS ON MEMBERS 610 _n |
|--|---|--------------------------------|---|
|--|---|--------------------------------|---|

FIG. 6

| PROMOTION COMPENSATION OFFERS | PROMOTION COMPENSATION IDENTIFIER | PROMOTION COMPENSATION RULES AND CONDITIONS | PROMOTION COMPENSATION DESCRIPTION |
|-------------------------------------|---|--|--|
| 710 | 720 | 730 | 740 |
| 710 ₁ | 720 ₁ | 730 ₁ | 740 ₁ |
| 710 ₂ | 720 ₂ | 730 ₂ | 740 ₂ |
| 710 _n | 720 _n | 730 _n | 740 _n |

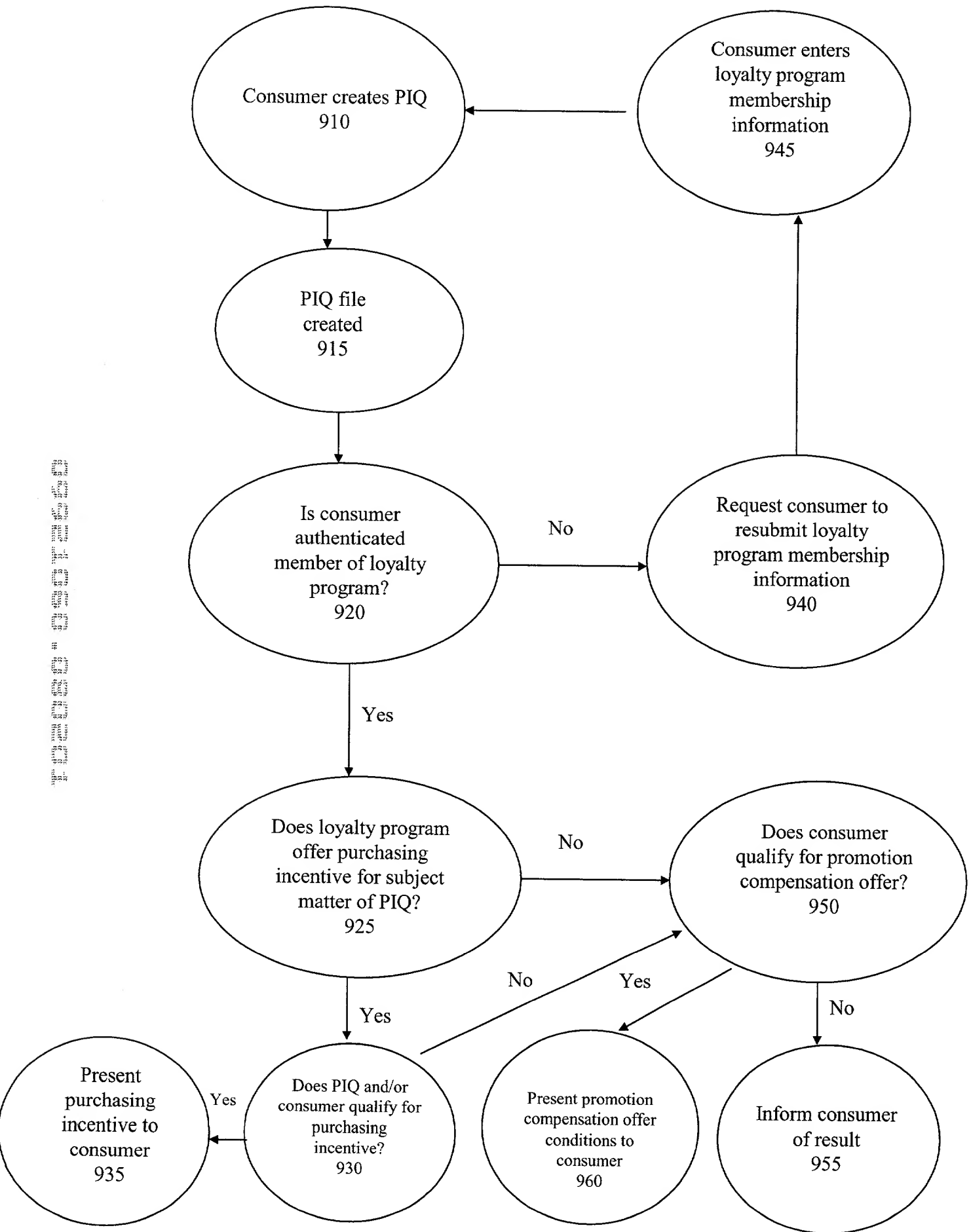
FIG. 7

FIG. 7 is a table showing the relationship between promotion compensation offers, identifiers, rules and conditions, and descriptions. The table has four columns: PROMOTION COMPENSATION OFFERS, PROMOTION COMPENSATION IDENTIFIER, PROMOTION COMPENSATION RULES AND CONDITIONS, and PROMOTION COMPENSATION DESCRIPTION. The rows show specific instances (710, 720, 730, 740) and their indexed versions (710₁, 720₁, 730₁, 740₁; 710₂, 720₂, 730₂, 740₂; 710_n, 720_n, 730_n, 740_n).

| |
|--|
| PIQ FILE 810 _n |
| PIQ TRACKING NUMBER 520 _n |
| PIQ SUBJECT MATTER DESCRIPTION 530 _n |
| CONSUMER IDENTIFYING NUMBER OR NAME 420 _n and/or 450 _n |
| OFFERING COMPANY IDENTIFIER 350 _n |
| LOYALTY PROGRAM NUMBER 360 _n |
| PIQ STATUS 820 _n |
| PROMOTION COMPENSATION DESCRIPTION 740 _n |
| PROMOTION COMPENSATION STATUS 830 _n |

FIG. 8

FIG. 9



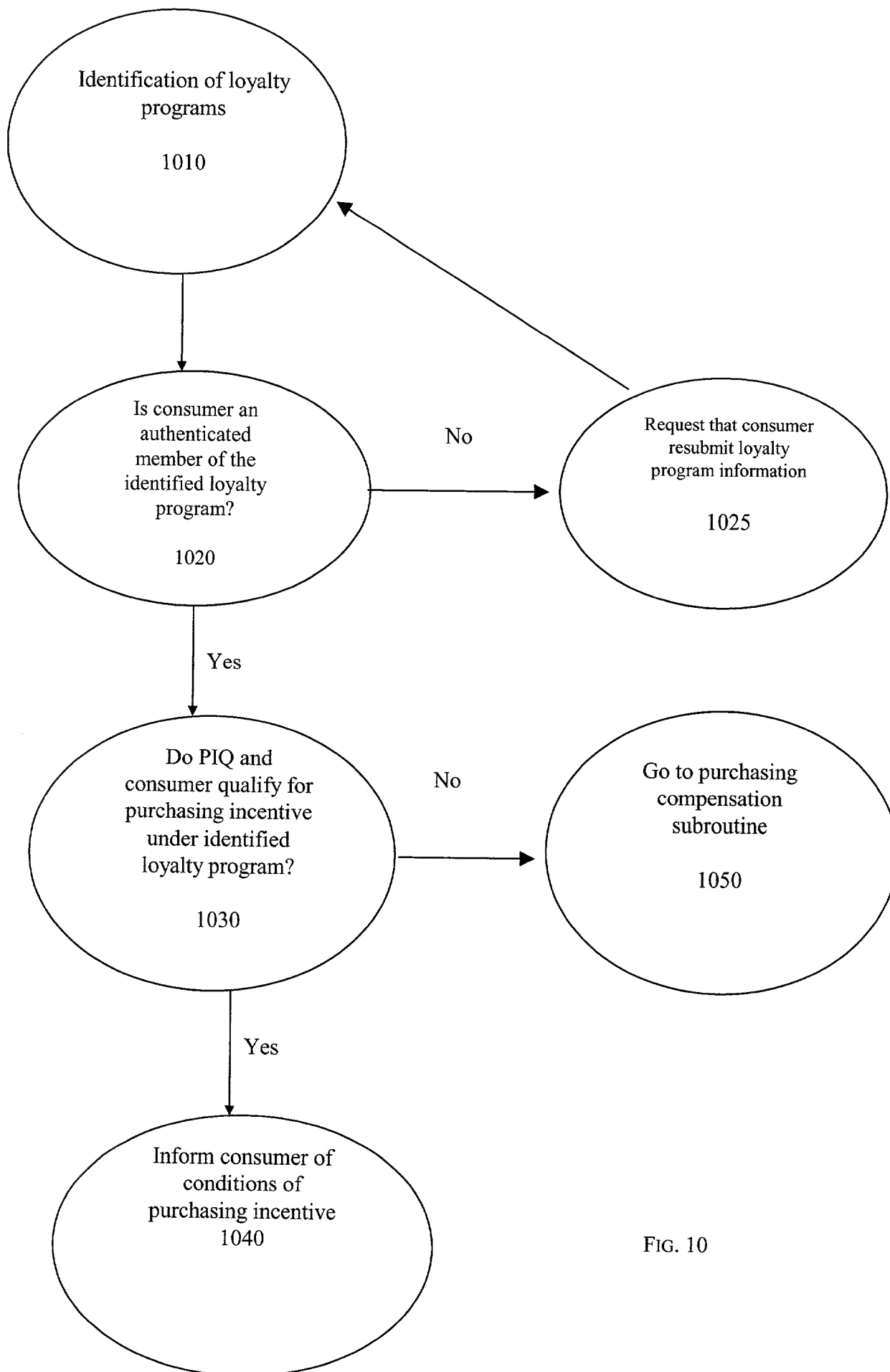


FIG. 10

FIG. 11

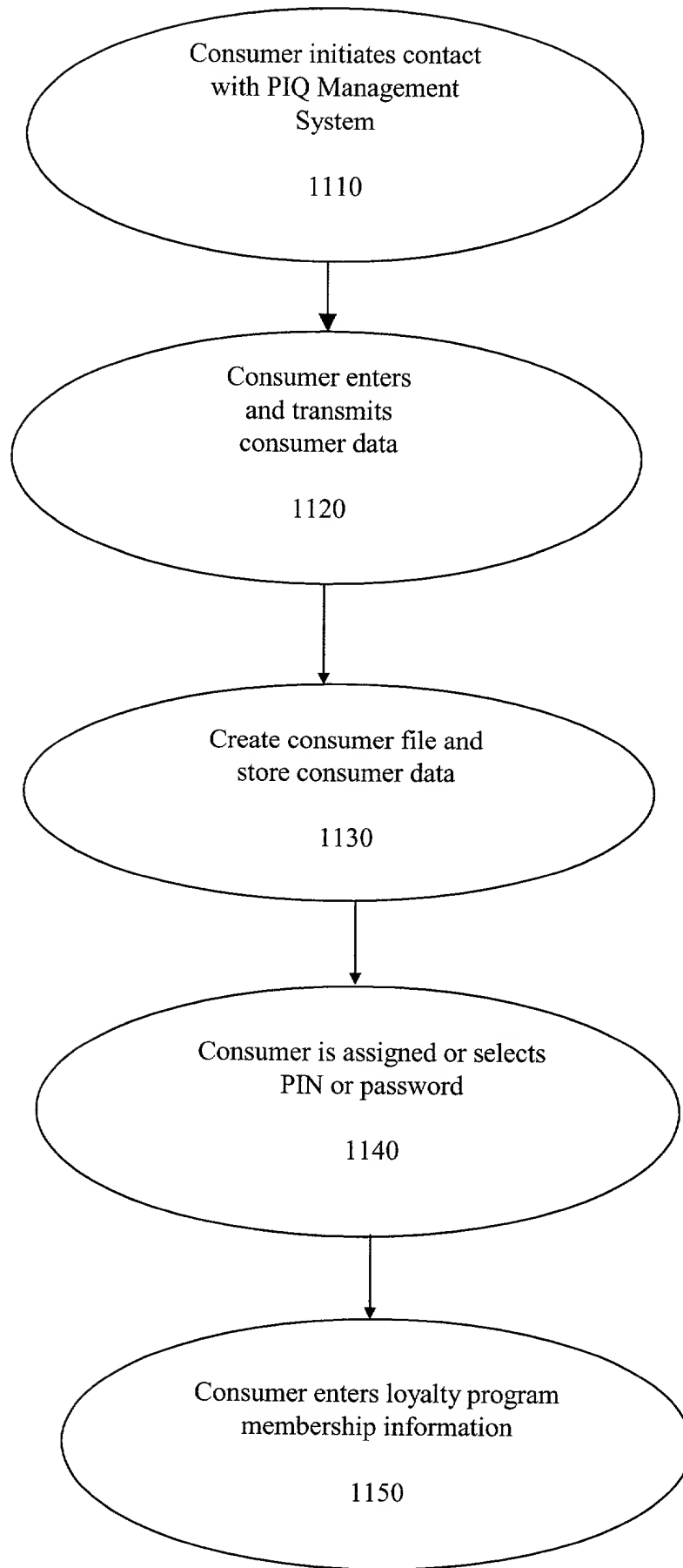


FIG. 12

